

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**JUNE 30, 2004, 9:00 A.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
  - C. Human Resources Report
2. IT Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
2. Purchasing Report
3. Merchandising Report

**A. SPIRITS**

- 1) Test Market Products:
  - a. Test Market Request (Laphroaig Cask Strength Single Malt)
  - b. Test Market Request (Songo di Sorrento Crema Lemoncello)
  - c. Test Market Request (Tormore Single Speyside Malt)
  - d. Test Market Request (Blue Lightning Vodka)
  - e. Test Market Request (Taaka Platinum Vodka)
  - f. Test Market Request (Black Velvet Reserve)
  - g. Test Market Request (Kings Crest Blended Scotch Whisky)
  - h. Test Market Request (Arrow Blackberry Brandy)
  - i. Test Market Request (4 Beachcomber rums)
  - j. Test Market Results (Codes #4227, #4561, #608, #4221)
  - k. Test Market Request (Arrow Amaretto Liqueur)
- 2) One-Time Buy Requests:
  - a. Stoli Vanil and Kahlua, 50ML
  - b. Chambord Royale Glass Gift Set
- 3) Swap Request (Barton Long Island Iced Tea)
- 4) August Special Offers:
  - a. 61 items – Executive Wine/Martignetti Companies
  - b. 122 items – Horizon Beverage Company
  - c. 2 items (unmatched) – United Beverages, Inc.
  - d. 151 items – United Beverages, Inc.

**B. WINES:**

- 1) Special Offers for the Summer Sale 2004 (21 items – United Beverages)
- 2) Special Offers for August 2004:
  - a. 5 items – Executive Wine & Spirits
  - b. 126 items – United Beverages, Inc.
- 3) Avery Lane

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Page 2

- 4) Cruiser X Scooters Sweepstakes
- 5) RH Phillips with a Twist Sweepstakes
- 6) In Store Events with Peter Merriam
- 7) Close Outs:
  - a. 2 items – Perfecta Wine Company
  - b. 3 items – Martignetti Companies of N.H.
  - c. 25 items – United Beverages, Inc.
  - d. 19 items – United Beverages, Inc.
- 8) Recommended Wine Specialty Products (43 items)
- 9) Recommended Allocated Wines for Distribution to Selected Stores (6 items)
- 10) Primary Source Submissions (3 items – primary source; 10 items – exclusive agent; 32 items – imported)

**III. ENFORCEMENT & LICENSING REPORT**

**IV. CHAIRMAN'S REPORT & LATE ITEMS**

1. Bailment Requests
2. Coupon Approvals
3. Late Items/Other

/D. Hartford